

## Great Midtown Factories Planned to Protect Retail Trade Locations and City's Values

**Save New York Committee Suggests Erection of Groups of Large Model Workshops Outside of Shopping Zone**

When the "Save New York" movement was started several years ago there were many doubting Thomas who contended that nothing tangible would happen except that business would be disturbed and that hundreds of property owners would be out of pocket. These wavers easily shook their respective heads and said that business should not be interfered with; that it should be allowed to proceed unhampered on its way, otherwise disaster would result.

It was because business had been allowed to go on unhampered for years past that the condition was created which made the inauguration of the "Save New York" movement imperative.

In order to bring order out of chaos, the Save New York Committee, headed by J. H. Burton, commenced to study the situation in order to find a solution. The Save New York zone was created, but that was only a partial solution. It accomplished at least two things, namely, it prevented the further invasion of the district by manufacturing interests and also gave confidence to property owners in the affected zone, for it soon became understood that the majority of concerns doing a manufacturing business north of Thirty-fourth street would at the expiration of their leases move into another district.

So far as it went this movement was along the proper lines, but when the side streets are invaded into which the zone should move? these were considered to be considered. The manufacturers desired to be near the hotels, railroad terminals, shops, theatres, so that their customers from out of town could be reached easily. Then again, as long as there have been no restrictions, there will be no room for several years at least, and the same is true of labor; therefore if too high a price is paid for the land the economic profits of the enterprise are immediately destroyed.

The average manufacturer has learned by experience that when his lease is renewed there is no guarantee that he can move, so that his lease should be considered. The manufacturers desired to be near the hotels, railroad terminals, shops, theatres, so that their customers from out of town could be reached easily. Then again, as long as there have been no restrictions, there will be no room for several years at least, and the same is true of labor; therefore if too high a price is paid for the land the economic profits of the enterprise are immediately destroyed.

Business in New York city must be stabilized, it is necessary that those who have invested millions of thousands of dollars in the location of buildings should not be injured.

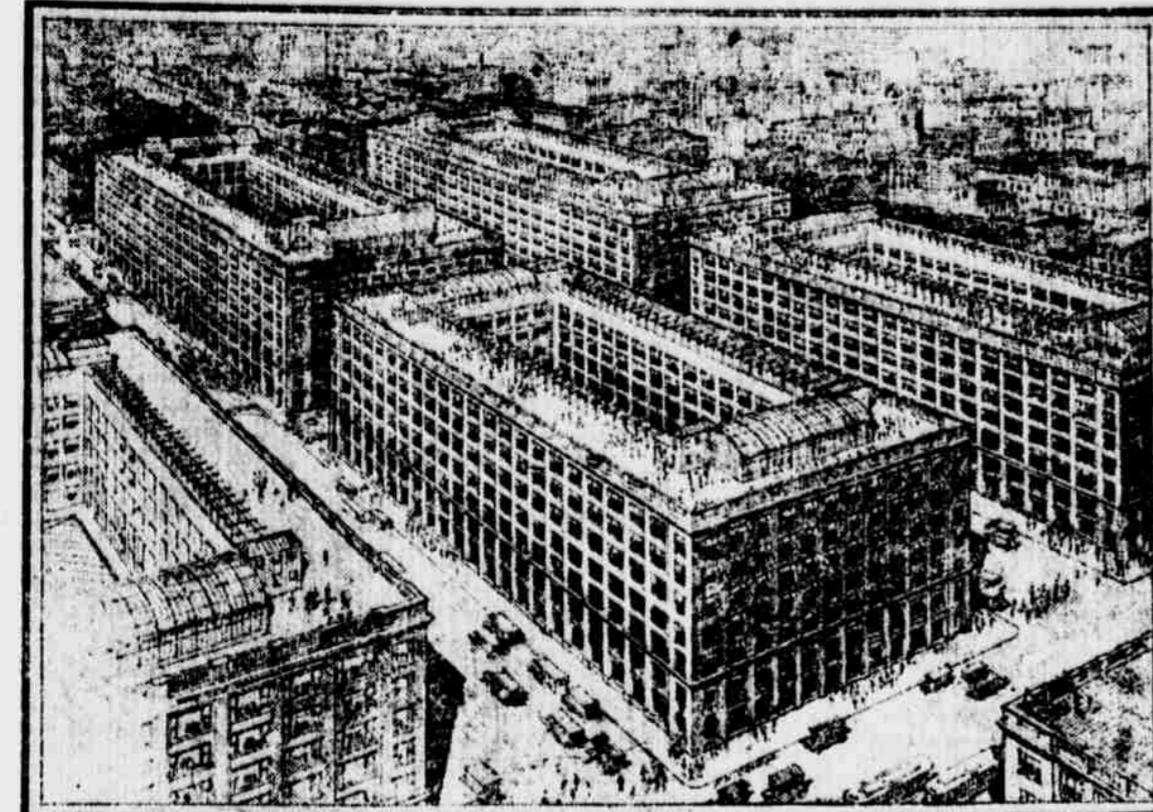
If proper measures are taken, it will be possible to limit the amount of their overhead charges as much as possible.

In other words, if they could not better their position, why move?

A general survey of the city was made and the committee decided that the most logical district for the needle trades to locate in was that section south of the Pennsylvania Station between Sixth and Eighth avenues, extending south to Seventeenth street, where the restricted section begins.

When this decision was reached the question came up as to how best to house the manufacturers. Mr. Burton got into communication with Goldwin St. John, the well known architect, with the result that Mr. St. John designed a building to meet all the requirements of the trade, at the same time avoiding inflicting additional properties.

This area is now improved to a large extent with old buildings which could readily be razed to make way for permanent structures. The front foot value



Type of buildings to be erected for needle workers in proposed factory blocks.

of land in the side streets is for many instances less than \$1,000, which brings in also for those owners now established in the congested territory south of Thirty-fourth street. The erection of the great manufacturing center east of the Pennsylvania Station will solve these difficulties. This movement will be of lasting benefit to not only those in the "Save New York" zone but also will serve to keep the needle trades of the United States in New York city.

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